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Advertising Age®

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Retail shops nibble at Detroit

GM shift cheers specialists

By JESSE SNYDER

DETROIT—Auto marketers, led by General Motors, may be calling in specialist retail agencies to pump more life into local efforts.

At stake is about $200 million spent by factories on dealer ad associations and dealer advertising.

The new agencies would supplement traditional image advertising by coordinating special sales and regional marketing, presenting further evidence that the old ways of selling cars are changing dramatically.

GM is at the forefront of this change from heavy reliance on big national ad dollars, but others are stepping up local marketing. GM's actions are a reflection of its "historic" realignment into big and small-car groups (AA, Dec. 19, '83).

"General Motors is actively considering outside agencies for special assignments or more narrowly targeted markets," disclosed Robert Stempel, vp and head of the Buick-Oldsmobile-Cadillac Group.

The additional GM agencies would typically be small and highly specialized and could be hired directly through car divisions or indirectly through existing agencies, Mr. Stempel said.

The impact on agencies will vary. Chevrolet's longtime agency, Campbell-Ewald, missed out on $10 million the car maker awarded this fall to Vic Olesen & Partners, Los Angeles, for a California campaign. As to incumbent dealer ad association agencies, the hiring of national retail agencies could hurt business, said Dave Murley, co-director of the Kelling-Murley retail automotive division of W.B. Doner & Co., Southfield, Mich.

"Some could continue as they are, but it could create substantial competition for other agencies," he said.

The first retail-oriented agency for an auto maker will come in 1985, and by the end of this decade virtually all auto marketers will use one to supplement conventional advertising, predicted Lee Galles, chairman of Galles Advertising and its subsidiary, Competitive Edge.

Mr. Galles said he wants his agency to be the leader in the shift, and he has opened a

(Continued on Page 62)

Lady's junk is Goldleaf booty

By LISA PHILLIPS

NEW YORK—The Statue of Liberty is for sale, albeit in bits and pieces.

Goldleaf Corp., headquartered in another New York landmark, the Empire State Bldg., holds exclusive rights to market materials discarded during Miss Liberty's face-lift. The company, formed expressly for this purpose, is the brainchild of John Stocks, a real estate developer based in Tallahassee, Fla.

Last spring, Mr. Stocks discovered that no plans had been made to salvage materials—scraps of metal, rivets, stair treads and the like—cast off in the restoration project for the famous statue. He negotiated a contract with the National Parks Service and the Statue of Liberty/Ellis Island Foundation, headed by Chrysler Corp. chairman Lee Iacocca, to purchase what in most construction projects amounts to garbage. Now Mr. Stocks wants to sell it to corporations and the American public.

John Roarty, vp-marketing at Goldleaf, says the company at this point has a twofold strategy for marketing the scraps in "an attactive and dignified manner." Goldleaf will offer some of the scraps to corporations for use in promotional tie-ins and as giveaways. The Miss Liberty refuse will also be sold directly to consumers through department stores and mass merchandisers, Mr. Roarty said. He added that no firm orders have been made. Delivery of the items is scheduled for mid-March.

A few of the more marketable products may be made available through direct-response advertising, Mr. Roarty said. The size of the retail advertising budget will depend on how extensively the media covers the restoration and rededication events, and whether co-op advertising can be arranged. Corporations purchasing products

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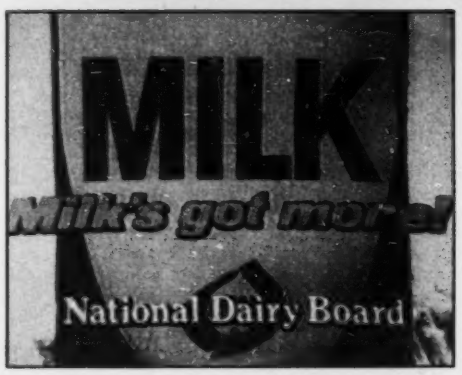

Dairy board out to milk America's health kick

The National Dairy Promotion & Research Board's new ad series touts fluid milk as "America's favorite health kick." Three 30-second tv spots update the board's "Milk has more" campaign begun in September, 1983. The campaign started locally but was expanded nationally last year. The latest commercials show people of different ages and races in active situations, accompanied by an upbeat theme song. D'Arcy MacManus Masius, Chicago, handles the account. *(See story on Page 4.)*

Last Minute News

Suntory may draft new agency for beer

NEW YORK—Suntory International Corp. is reviewing agencies for its Suntory draft beer. Chiat/Day resigned it when it picked up Miller Brewing Co.'s Plank Road beer. Billings are estimated at less than $2 million.

FTC gives nod to Nestle plan to buy Carnation

WASHINGTON—The Federal Trade Commission last week gave the regulatory green light to Nestle SA's proposed $3 billion acquisition of Carnation Co. However in a dissent, commissioner Patricia Bailey noted the potential for anticompetitive forces in hot-cocoa products if the Vevey, Switzerland-based food conglomerate buys Los Angeles-based Carnation.

(Continued on Page 8)

NEWSPAPER

Senior agency execs

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'Get me a refund or give me a refund'

Chip off the old Block?

By GARY LEVIN

H&R Block's traditional list of 17 reasons "why you should let us prepare your income tax returns" boils down to only one big reason this year: Larger refunds from the government.

The 30-year-old Kansas City-based company will test a guaranteed highest-refund offer beginning today in selected markets. The offer promises a free tax return if Block doesn't deliver the largest IRS refund available.

The promotion will be offered at both company-owned and franchised locations in Chicago, Miami, Syracuse, N.Y., and in smaller Texas markets, said Harry Buckley, Block's director of marketing and new service development.

Separately, Block this year will experiment with ad schedules that exclude newspapers to test that medium's ad efficiency. Though Block's ratio of broadcast to newspaper spending already is 6-to-1, said Mr. Buckley, broadcast-only schedules will be used in Atlanta, Baltimore, Denver, Memphis, Philadelphia, Phoenix, Tucson and other markets to see how newspaper ads affect the seasonal service. Block devotes only about 10% of its broadcast budget to radio.

Block also will test Spanish-language broadcast spots in Miami, joining those previously aired in Chicago, Los Angeles and New York.

The new campaign—minus the by-now-familiar face of company president Henry Bloch—features testimonials from satisfied customers saying, "We couldn't have done it without you," in 30-second spot tv and radio ads.

The company's 1985 ad budget is $7 million, up from $6.5 million last year.

It spent $26.2 million for all businesses on advertising and market-

(Continued on Page 64)

Kidding around with Sunkist

Sunkist Growers aims at children in two new spots breaking this week. In one, an older boy, under the pretense of showing a younger tyke how to pitch, steals his orange and devours it. Foote, Cone & Belding, Los Angeles, handles. *See story on Page 62.*

Seven-Up food unit tries Nouvelle idea

By SCOTT HUME

Seven-Up Co. is taking a major step toward becoming a serious player in consumer-foods marketing.

The St. Louis-based soft-drink bottler's Foods Group is introducing to selected Northwest test markets a line of freeze-dried soups under the Nouvelle name.

The five-item line—beginning to appear now on retail shelves—includes lobster bisque, cream of asparagus, cream of broccoli, potato-leek and clam chowder.

Sold in single-serving, 1.2-oz. foil packs, the Nouvelle soups will be backed by heavy local advertising that includes tv, magazine and newspaper buys. Tv spots are to begin this week. Print ad copy proclaims "Soup so delicious you won't believe it came from a package."

Doyle Dane Bernbach, Los Angeles, which this summer was assigned several new products from Seven-Up's Foods Group (AA, Aug. 6), handles.

Seven-Up Co. officials declined comment on the test, and the initial ad budget is not known. However, when DDB was awarded the Foods Group account, annual billings were estimated at $4 million to $6 million.

The 7UP Foods logo, similar to the familiar soft-drink logo, appears on the soup packages. Also included is the toll-free Consumer Hot Line number the company includes on its soft-drink cans.

The soup test represents Seven-Up's most serious attempt to enter a retail food category since it began reorganizing its Foods Group. Last summer it began testing JuiceUp lemonade and lemon-limeade frozen concentrates in Erie, Pa., and Phoenix (AA, June 18). Earlier it tested cello-packed fresh lemons carrying the 7UP Foods logo. Those items are the products of Ventura Coastal, Ventura, Cal., a Seven-Up subsidiary that produces private-label processed citrus products. The Foods Group's other units are Chef Master, Irvine, Cal., which produces flavorings, and Freeze Dry Foods, Albany, Ore.

A patented dehydration process called Flash Fresh developed by the Freeze Dry unit (now rechristened the Flash Fresh division) persuaded Seven-Up to make freeze-dried soups its first major noncitrus-foods endeavor, sources say.

The $420 million dry-soup category is not considered a strong growth market. It is dominated by Thomas J. Lipton's Lipton brand, which has a 53% sales share. But if Seven-Up's Nouvelle brand can grab a reasonable share of that market, more freeze-dried products are expected to be tested later this year.#

Highlights

The new $50 million thrust for the National Dairy Promotion & Research Board's continuing "Milk has more" campaign courts fluid milk consumption among the 18-to-35-year-old set by taking a more upbeat approach. *See Page 4.*

ABC may be making one last-ditch attempt to shake up its football broadcasting team before its first Super Bowl telecast Jan. 20. ABC reportedly is considering teaming play-by-play man Frank Gifford with an active NFL player and coach for the game. *See Page 6.*

The truth can be nicer than fiction. The portrayal of advertising executives in books, movies and tv traditionally has been negative, but shows such as ABC-TV's "Who's the Boss" are presenting more favorable characters. *See Page 28.*

Radisson Hotel Corp. has taken the offensive with its consumer advertising campaign, jabbing the hotel industry with the theme line "Them versus us." *See Page 52.*

Marriott Corp. is banking on its new Lifecare Retirement centers, which will offer middle and high-income senior citizens apartments and healthcare facilities if they become ill. They also offer an investment to hedge against rising healthcare costs. *See Page 52.*

Shampoos and conditioners showed little growth in 1984, and many new brands were washouts despite hefty advertising and promotion budgets. But there apparently will be another wave of new entries in the category in '85. *See Page 56.*

Video Technology says it will make computer history this month when it unveils a personal computer that can run all available Apple Computer pc software. *See Page 56.*

CORPORATE CLOSEUP

In recent years, Stroh Brewery has weathered two mergers, facilitated national rollouts and developed a keen marketing aggressiveness, while fighting market trends that make it tough on brewers. *See Page 4.*

FORUM

Public relations consultant Robert Otterbourg explains why big-city agencies so often win out over local and regional ones. *See Page 16.*

Marketing director Craig Mitchell of Ad Age discloses, for the first time, "How to New Jersey." *See Page 16.*

INTERNATIONAL

Capital Service, an English-language radio service in Beijing, People's Republic of China, will accept advertising beginning this year. The year-old program is aired only two hours daily, but is set to increase to three hours. *See Page 36.*

If U.S. advertising executives want to study 15-second commercial "clutter," they should contact their counterparts in Japan, where more than 80% of all tv commercials are 15-second spots. *See Page 36.*

Canadian Tire Corp. executives in Toronto are delighted with Albert, the fictional hero of

hockey-oriented tv spots that Southfield, Mich.-based W.B. Doner & Co. created for them. *See Page 38.*

VIDEOTECH

The once-promising idea for a made-for-tv movie using the crew of characters from tv spots for Lite beer from Miller has collapsed, and few seem willing to talk about it. *See Page 48.*

Despite a shaky start, St. Louis-based Anheuser-Busch is proceeding with its move into broadcast syndication of boxing events. *See Page 48.*

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Seniors sure cure for Puris

By STEWART ALTER

New York—Marty Puris faced a problem that could be devastating for an ad agency president.

Two of three top creative managers at Ammirati & Puris have just left to start their own agency, Angotti Thomas Hedge, leaving A&P to wrestle with account reassignments, promotions and hirings.

But the problem is not disruptive, said Mr. Puris, because "the concept of this place is to have senior people, and it is easy to shift one team of senior people to another team's job."

"Senior" in this sense refers to a level of experience. A senior creative person is someone "who can do television advertising by himself," Mr. Puris explained. A medium-level creative person—the agency's minimum hiring level—is "someone with limited exposure in television."

A "seniors-only" policy is not a common one in the industry. But it probably helps explain why midsize agencies such as Ammirati & Puris can continue competing in a world increasingly dominated by

(Continued on Page 62)

Reruns redux: Oldies hit vcrs

By SUSAN SPILLMAN

New York—Videocassette recorder owners can start collecting cassettes of their favorite old tv series as a growing number of studios are opening their vaults for such shows as "Topper," "Mary Hartman, Mary Hartman" and "Death Valley Days."

And the list is growing. In March, Paramount Home Video will release 10 episodes of the "Star Trek" series on cassette. The studio also is considering marketing cassettes later this year of the classic cop show "The Untouchables" and the short-lived ABC series "Working Stiffs," which starred the now more famous Michael Keaton and Jim Belushi. Meanwhile, Embassy Home Entertainment will bring out three more episodes of "Mary Hartman, Mary Hartman" in March and plans to release in 1986 two other Norman Lear cult series, "Fernwood 2-Night" and "All That Glitters."

Tv shows are "the newest emerging market for videocassettes," said Nick Santrizos, president, Thorn EMI, which last month released on cassette 14 episodes of "Upstairs, Downstairs." "Now that about 20% of all tv households own vcrs, it makes sense to sell such targeted programing."

Currently, fewer than 5% of all

(Continued on Page 64)

What's right, what's wrong and what's ahead for tv syndication? Thursday's Advertising Age Special Report on tv syndication takes a look at the workings of an industry coming into its own prime time.

Cigaret ads gains lead the pack

NEW YORK—Cigaret ad spending for October surged $4.4 million in the nation's major-market daily newspapers, says Media Records' Flash Report prepared for ADVERTISING AGE.

The cigaret category was the biggest percentage gainer among the categories surveyed. Its ad spending rose to $9.3 million, up 91.2% from October, 1983.

Department stores, newspapers' largest advertising category, increased ad spending 6.5%, to a total of $84.2 million.

Among other national categories boosting their ad spending, food stores were up 8.5% to $26.5 million; tv, phonographs and records, up 30.5% to nearly $15.5 million; publishing and media, up 24.1% to $14.4 million; airlines, up 13.7% to $14.2 million; new passenger cars, up 6.7% to $12.9 million; alcoholic beverages, up 14% to $3.7 million, and cosmetics, makeup and manicure products, up 61.3% to $374,120.

Categories that posted losses from October, 1983, levels were cameras, photo supplies and services, down 40.7% to $388,104; beverages-soft drinks-diet and non-diet, down 45.2% to $165,566; beverages-coffee and tea, down 45.6% to $87,985; sporting and leisure-time equipment, down 72.4% to $83,464; soaps, cleansers and polishes, down 59.9% to $82,219; headache remedies and sedatives, down 79.2%, to $4,741, and cold, cough and sinus remedies, down 99.8% to $460.#

FLASH REPORT: Newspaper advertising investment for October

October 1984	IN 100 THOUSANDS IN MILLIONS	DOLLARS		CHANGE	
CATEGORIES	YEAR	1984	1983	ACTUAL $ G OR L	% G OR L
Department stores	1984	$84,219,998	$79,056,823	+5,163,175	+6.5
	1983				
Food stores	1984	26,502,890	24,423,264	+2,079,626	+8.5
	1983				
Radio, tv, phonographs, records	1984	15,491,478	11,870,992	+3,620,486	+30.5
	1983				
Alcoholic beverages	1984	3,656,356	3,207,611	+448,745	+14.0
	1983				
Cameras, photo supplies & services	1984	388,104	654,153	−226,049	−40.7
	1983				
Beverages: coffee and tea	1984	87,985	161,791	−73,806	−45.6
	1983				
Beverages: soft drinks, diet/non diet	1984	165,566	301,874	−136,308	−45.2
	1983				
Soaps, cleansers & polishes	1984	82,219	205,273	−123,054	−59.9
	1983				
Cold, cough & sinus remedies	1984	460	200,896	−200,436	−99.8
	1983				
Headache remedies & sedatives	1984	4,741	22,779	−18,038	−79.2
	1983				
Publishing & media	1984	14,431,769	11,631,665	+2,800,104	+24.1
	1983				
Sporting & Leisure time equipment	1984	83,464	302,660	−219,196	−72.4
	1983				
Cigarettes	1984	9,280,786	4,854,017	+4,426,769	+91.2
	1983				
Cosmetics, makeup & manicure products	1984	374,120	231,976	+142,144	+61.3
	1983				
Airlines	1984	14,193,702	12,478,262	+1,715,440	+13.7
	1983				
Passenger cars new	1984	12,926,350	12,119,379	+806,971	+6.7
	1983				

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 24 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Charlotte, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, New York, Philadelphia, San Francisco, Washington and Youngstown.#

Source: Media Records Inc.

Computer software sales boom through bookstores

LARCHMONT, N.Y.—Software sales through bookstores have jumped 60% this year to an estimated $30 million and should double in 1985, according to a market study published by Communications Trends.

About 2,500 bookstores carry software, up from 300 in 1983. Highest sales per outlet occur not in chains such as Waldenbooks or B. Dalton Bookseller, but in large independent and college stores, says the report, "Software and Bookstores, 1984-85: The Market Develops."#

S&I group invests in print ads

By JANET MEYERS

WASHINGTON—The Foundation for Savings Institutions this year will be banking on print advertising to accomplish what tv ads could not.

Mike Stevenson, FSI president, said goodby to the electronic medium that for years has absorbed the bulk of the foundation's multi-million-dollar budget.

Next month, he takes his $4 million 1985 budget to Sunday newspaper magazine supplements, relying on research that says he'll reach 73% of his over-45 audience that way. Last year, almost all the foundation's $4 million budget went for tv.

"We're reaching four times as many people in *Parade* as are watching the Super Bowl," he said. "We feel our message will not be lost in a lot of clutter."

"The foundation has been totally overwhelmed in tv," said Jacquie Ottman, senior account exec at Backer & Spielvogel, New York, the foundation's agency since 1980.

Mr. Stevenson is making the media switch at the same time he's changing the direction of the foundation's advertising—from image enhancement, such as making consumers aware that their deposits are federally insured, to product promotion.

If s&ls can attract more consumer dollars into Individual Retirement Accounts before the Internal Revenue Service's April 15 cutoff this year, the ailing industry will realize a much-needed cash infusion. The ranks of savings institutions have dwindled from 5,500 in 1980 to 3,200 in 1984, and few operate in the black, he said.

Mr. Stevenson believes effecting a change in investor thinking requires an advertising medium that gives people the opportunity to think. "We want to get them in an environment that offers them the time to read and discuss."

After concentrating $1 million in the first three months of the year-long campaign on wresting IRA business from mutual funds—a major IRA competitor—the FSI campaign will shift gears and start plugging services traditionally offered by commercial banks.

Not only will ads in *Family Weekly*, *Parade* and independent magazines be cheaper, he said, but he will reach more of his audience—older, more financially secure men and women. He can also promote each of his foundation's 2,000 members by listing local savings institutions on each ad.

The foundation and its members together will spend up to $14 million on the first-quarter IRA campaign, including local ads, direct mail and posters. That campaign breaks Jan. 27 in 587 Sunday magazine supplements with the message "Why have a retirement plan that's speculative when you can have one that's guaranteed?"

The gray 7-by-10-in. ad—not quite a full page—depicts a montage of newspaper articles from *Barron's*, with headlines from commodity futures, government bonds, money-market funds and stock-market indexes.

Copy in a white box reads "If your IRA is in a mutual fund, you might actually end up with less than you put in," adding that mutual funds are based on stock-market performance, making them too risky.

This year's roller-coaster market should work in the foundation's favor. Many funds had poor showings, and Mr. Stevenson hopes the magazine ads will hit soon after disappointed mutual-fund investors receive their depressing annual statements—making them prime candidates to switch IRAs to savings groups.

After April 15, the foundation will spend $3 million more for Sunday magazine advertising to win over business from commercial banks. The ads will focus on savings institutions' services such as checking accounts and small loans.#

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Newspaper Ad Linage October 1984 vs. October 1983

AKRON, OH (5)

	1984 Full Run	1984 Part Run	1983 Full Run	1983 Part Run
Beacon Journal (E)	1,854,431	351,914	1,712,185	351,099
Beacon Journal (S)	1,163,605	170,455	1,241,086	203,257
Grand Total	3,018,036	522,369	2,953,271	554,356

NOTE: Part run figures supplied by publisher to Media Records.

*ATLANTA, GA (8)

Constitution (M)	3,657,209	649,995	3,023,945	594,948
Journal (E)	3,729,075	758,731	2,966,620	648,756
Journal & Constitution (S)	2,368,448	776,469	2,686,596	1,009,887
Journal & Constitution (Sat)	685,564	——	726,382	——
Grand Total	10,440,296	2,185,195	9,403,543	2,253,591

NOTE: Constitution Morning and Journal Evening published five days a week only.

Constitution Morning, Journal Evening, Journal & Constitution Saturday and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective April 30, 1984.

*BALTIMORE, MD (9)

News-American (S)	635,740	140,040	710,560	83,090
News-American (E)	953,541	106,832	951,321	170,004
Sun (M)	2,618,527	82,347	2,288,391	183,093
Sun (E)	2,188,092	64,890	2,075,940	181,858
Sun (S)	2,749,962	118,592	3,216,505	20,687
Grand Total	9,145,862	512,701	9,242,717	638,732

NOTE: Sun Morning and Sun Evening started publication of a combined Saturday edition effective March 24, 1984. The linage is shown only in the Sun Morning.

News-American Sunday and Evening changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width, and Sun Morning, Evening and Sunday changed from a nine column (2664 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

*BERGEN COUNTY, NJ (9)

Record (E)	3,194,045	501,117	2,760,803	537,333
Record (S)	2,364,078	363,067	3,022,027	618,087
Grand Total	5,558,123	864,184	5,782,830	1,155,420

NOTE: Record Evening published five days a week only.

Record Evening and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

*BOSTON, MA

Herald (M) (T-7)	893,381	——	783,693	——
Herald (S) (T-7)	392,894	413,008	620,936	131,616
Globe (M) (9)	3,161,899	195,162	2,796,942	191,258
Globe (S) (9)	3,371,911	246,596	3,960,055	335,188
Grand Total	7,820,085	854,766	8,161,626	658,062

NOTE: Globe changed from All Day publication to morning publication effective April 2, 1984.

Herald Morning and Sunday changed from a seven column (1400 lines per page) tabloid width, to a five column (980 lines per page) tabloid width effective July 1, 1984. Globe Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width effective July 2, 1984.

BOULDER, CO (6)

Camera (M)	2,139,046	——	2,123,422	——
Camera (S)	972,216	——	1,143,464	——
Grand Total	3,111,262	——	3,266,886	——

NOTE: Figures supplied by publisher to Media Records.

*BUFFALO, NY (5)

News (AD)	2,278,756	484,960	2,262,339	298,714
News (S)	896,776	461,680	1,188,887	373,832
Grand Total	3,175,532	946,640	3,451,226	672,546

NOTE: News All Day and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective May 1, 1984.

*CAMDEN, NJ (9)

Courier-Post (E)	1,941,115	257,448	1,779,103	148,949
Courier-Post (S)	772,536	45,000	1,007,736	37,008
Grand Total	2,713,651	302,448	2,786,839	185,957

NOTE: Courier-Post Evening and Sunday changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective May 1, 1984.

CHARLOTTE, NC (5)

News (E)	1,389,450	18,320	1,123,966	——
Observer (M)	2,036,020	816,006	1,740,039	583,560
Observer (S)	1,154,606	758,176	1,263,044	567,806
Grand Total	4,580,076	1,592,502	4,127,049	1,151,366

NOTE: News Evening published five days a week only.

*CHICAGO, IL

Tribune (Ad) (5)	2,420,594	3,027,962	2,244,863	2,472,294
Tribune (S) (6)	2,127,259	1,133,142	2,296,844	1,133,056
Sun-Times (M) (T-7)	2,509,437	1,263,596	2,532,549	1,117,899
Sun-Times (S) (T-7)	894,168	616,170	1,046,870	724,353
Grand Total	7,951,458	6,040,870	8,121,126	5,447,602

NOTE: Sun Times Morning and Sunday changed from a six column (1200 lines per page) width tabloid to a five column (980 lines per page) width tabloid effective July 2, 1984.

*CINCINNATI, OH (5)

Enquirer (M)	2,841,362	187,032	2,382,050	136,728
Enquirer (S)	1,803,460	99,324	2,063,935	103,140
Post (E)	1,263,523	439,656	1,064,279	116,328
Grand Total	5,908,345	726,012	5,510,264	356,196

NOTE: Enquirer Morning and Sunday and Post Evening changed from a six column (1800 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*CLEVELAND, OH (9)

Plain Dealer (M)	2,960,853	436,558	3,118,002	474,239
Plain Dealer (S)	2,060,476	114,870	2,282,226	158,809
Grand Total	5,021,329	551,428	5,400,228	633,048

NOTE: Plain Dealer Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*DALLAS, TX (9)

News (M)	6,576,789	391,698	5,914,487	311,422
News (S)	3,453,672	212,039	3,805,395	299,265
Times-Herald (AD)	5,681,863	482,515	5,141,005	184,466
Times-Herald (S)	2,577,119	176,265	3,021,174	586,322
Grand Total	18,289,443	1,242,517	17,882,061	1,381,475

NOTE: News Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1764 lines per page) width, and Times Herald All Day and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*DENVER, CO

Rocky Mt. News (M) (T-7)	5,691,616	45,005	5,637,960	1,184
Rocky Mt. News (S) (T-7)	1,538,569	21,944	1,782,419	2,748
Post (M) (9)	3,758,676	248,152	3,490,689	178,102
Post (S) (9)	2,243,919	42,348	2,907,817	10,176
Grand Total	13,232,780	357,449	13,818,885	192,210

NOTE: Rocky Mountain News Morning and Sunday changed from a seven column (1365 lines per page) width tabloid to a five column (980 lines per page) width tabloid, and Post Morning and Sunday changed from a nine column (2772 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.

*DETROIT, MI (9)

Free Press (M)	2,277,861	636,177	2,058,977	909,437
Free Press (S)	785,505	327,140	971,412	439,142
News (AD)	3,076,524	790,969	2,517,970	586,030
News (S)	1,724,306	264,999	1,875,914	378,603
Grand Total	7,864,196	2,019,285	7,424,273	2,313,212

NOTE: Free Press Morning and Sunday changed from a nine column (2736 lines per page) width to a six column (1830 lines per page) width, and News All Day and Sunday changed from a nine column (2808 lines per page) width to a six column (1872 lines per page) width effective July 1, 1984.

*ERIE, PA (9)

Times (E)	1,400,257	12,352	1,175,897	——
Times-News (S)	968,552	215,478	1,268,957	99,064
Grand Total	2,368,809	227,828	2,444,854	99,064

NOTE: Times Evening and Times-News Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 1, 1984.

FORT LAUDERDALE, FL (6)

News & Sun Sentinel (S)	1,723,549	——	——	——
Sun Sentinel (M)	4,858,732	——	——	——
Grand Total	6,582,281	——	——	——

NOTE: 1983 figures not available.

*FORT WAYNE, IN (9)

Journal Gazette (M)	1,641,116	——	1,432,628	——
Journal Gazette (S)	1,058,587	——	1,189,177	——
News Sentinel (E)	1,934,606	——	1,712,281	——
Grand Total	4,634,309	——	4,334,086	——

NOTE: Journal Gazette Morning and Sunday and News Sentinel Evening changed from a nine column (2790 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984. Part run figures not available.

FORT WORTH, TX (6)

Star-Telegram (M)	4,762,758	941,318	3,039,204	963,900
Star-Telegram (E)	4,030,530	941,318	2,346,764	601,538
Star-Telegram (S)	2,318,540	646,142	1,761,494	352,114
Grand Total	11,111,828	2,528,778	7,147,462	1,917,552

NOTE: Figures supplied by publisher to Media Records. Star-Telegram Morning, Evening and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.

GARY, IN (6)

Post Tribune (E)	1,406,678	253,134	1,363,572	211,202
Post Tribune (S)	369,082	75,894	444,612	76,412
Grand Total	1,775,760	329,028	1,808,184	287,714

NOTE: Figures supplied by publisher to Media Records.

*GREENWICH/STAMFORD, CT (9)

Time (E)	1,623,199	——	1,523,978	——
Time (S)	782,469	——	1,002,993	——
Advocate (E)	2,125,837	15,584	2,018,617	27,172
Advocate (S)	855,083	——	1,055,464	——
Grand Total	5,386,388	15,584	5,601,052	27,172

NOTE: Time Evening and Sunday and Advocate Evening and Sunday changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) effective August 1, 1984.

*HARTFORD, CT (9)

Courant (M)	3,154,491	512,304	2,831,454	425,840
Courant (S)	1,709,918	1,676,462	1,957,017	1,867,602
Grand Total	4,864,409	2,188,766	4,788,471	2,293,442

NOTE: Courant Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*HONOLULU, HI (7)

Advertiser (M)	2,483,727	——	2,548,968	——
Star-Bulletin (E)	2,420,646	——	2,399,899	——
Star-Bulletin & Advertiser (S)	1,372,897	——	1,781,334	——
Grand Total	6,277,270	——	6,730,201	——

NOTE: Advertiser Morning, Star-Bulletin Evening, and Star-Bulletin & Advertiser Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

*HOUSTON, TX (9)

Chronicle (AD)	6,429,020	795,311	8,155,878	357,921
Chronicle (S)	2,711,377	435,332	3,280,509	476,420
Post (M)	4,096,567	735,531	6,106,084	312,523
Post (S)	1,536,296	232,504	2,056,798	463,304
Grand Total	14,773,260	2,198,678	19,599,269	1,610,168

NOTE: Chronicle All Day and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984, and Post Morning and Sunday changed from a nine column width (2655 lines per page) to a six column width (1764 lines per page) effective July 1, 1984.

*LONG BEACH, CA (8)

Press Telegram (M)	2,173,992	45,531	1,801,278	58,656
Press Telegram (S)	853,488	3,120	928,907	9,288
Grand Total	3,027,480	48,651	2,730,185	67,944

NOTE: Press Telegram Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984. Part run figures supplied by publisher to Media Records.

LONG ISLAND, NY (T-6)

Newsday (E)	3,424,934	901,517	3,136,514	784,295
Newsday (S)	1,817,568	1,080,988	2,194,814	1,482,295
Grand Total	5,242,502	1,982,505	5,331,328	2,266,590

*LOS ANGELES, CA (8)

Times (M)	5,649,388	4,498,879	5,390,088	3,972,267
Times (S)	3,126,108	1,509,239	3,729,583	1,712,569
Herald-Examiner (M)	1,053,317	264,270	886,907	207,897
Herald-Examiner (S)	251,760	85,752	313,515	95,421
Grand Total	10,080,553	6,358,140	10,320,093	5,988,154

NOTE: Times Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective July 2, 1984, and Herald-Examiner Morning and Sunday changed from an eight column width (2240 lines per page) to a six column width (1680 lines per page) effective July 1, 1984.

*LOS ANGELES/SAN FERNANDO VALLEY, CA (8)

News (M)	3,202,688	636,474	3,063,956	515,639
News (S)	1,333,679	94,041	1,430,635	136,904
Grand Total	4,536,367	730,515	4,494,591	652,543

NOTE: News Morning and Sunday changed from an eight column width (2400 lines per page) to a six column width (1764 lines per page) effective July 2, 1984.

LOS ANGELES/TORRANCE, CA (8)

Breeze (E)	2,332,806	——	1,956,556	——
Breeze (S)	844,648	——	959,770	——
Grand Total	3,177,454	——	2,916,326	——

NOTE: Figures supplied by publisher to Media Records.
Breeze Evening and Sunday changed from an eight column (2408 lines per page) width to a six column width (1806 lines per page) effective July 1, 1984.

LOUISVILLE, KY (6)

Courier Journal (M)	1,940,414	——	1,633,576	——
Times (E)	2,077,236	——	1,665,440	——
Courier Journal (S)	1,666,742	——	2,029,062	——
Grand Total	5,684,392	——	5,328,078	——

NOTE: Figures supplied by publisher to Media Records.

MACON, GA (5)

Telegraph & News (M)	1,060,766	429,226	883,134	324,240
Telegraph & News (S)	600,180	217,812	724,010	236,866
Grand Total	1,660,946	647,038	1,607,144	561,106

NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.
Telegraph & News Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.

MIAMI, FL (6)

Herald (M)	2,772,440	——	2,676,683	——
Herald (S)	1,598,644	——	1,867,584	——
News (E)	1,142,157	——	1,241,429	——
Grand Total	5,513,241	——	5,785,696	——

NOTE: Part run figures not available.

MINNEAPOLIS, MN (5)

Star & Tribune (AD & Sat)	2,364,235	320,118	2,045,598	214,648
Star & Tribune (S)	2,098,548	8,496	2,524,956	5,530
Grand Total	4,462,783	328,614	4,570,552	220,178

NOTE: 1983 figures supplied by publisher to Media Records. 1983 part run daily is TMC and Community linage only. 1983 part run Sunday is Country linage only.

*NASHVILLE, TN (6)

Banner (E)	1,728,599	532,081	1,472,659	439,112
Tennessean (M)	1,696,715	528,190	1,440,444	439,072
Tennessean (S)	1,110,268	375,980	1,286,600	344,956
Grand Total	4,535,582	1,436,251	4,199,703	1,223,140

NOTE: Banner Evening and Tennessean Morning and Sunday changed from a six column (1800 lines per page) format to a six column (1806 lines per page) format effective July 1, 1984.

*NEW YORK, NY

Times (M) (9)	3,734,806	431,744	3,531,388	277,677
Times (S) (9)	3,913,863	2,005,306	4,585,729	2,572,830
News (M) (T-6)	1,276,088	2,170,371	1,351,590	1,829,291
News (S) (T-6)	581,523	1,276,787	674,998	1,980,424
Post (AD) (T-7)	1,224,248	——	1,203,798	——
Grand Total	10,730,508	5,884,208	11,347,503	6,660,222

NOTE: Times Morning and Sunday changed from a nine column width (2700 lines per page) to a six column width (1764 lines per page), News morning and Sunday changed from a six column width tabloid (1200 lines per page) to a six column width tabloid (1176 lines per page), and Post All Day changed from a seven column width tabloid (1400 lines per page) to a five column width tabloid (980 lines per page) effective July 2, 1984.

*NEWARK, NJ (9)

Star Ledger (M)	4,679,389	133,388	3,952,085	155,781
Star Ledger (S)	3,335,933	369,036	3,724,223	511,512
Grand Total	8,015,322	502,424	7,676,308	667,293

NOTE: Star Ledger Morning and Sunday changed from a nine column (2635 lines per page) format to a six column (1786 lines per page) format effective July 1, 1984.

*OAKLAND, CA (8)

Tribune (M)	2,038,329	1,068,514	1,866,019	182,751
Tribune (S)	794,838	426,844	1,111,548	341,664
Grand Total	2,833,167	1,495,358	2,777,567	524,415

NOTE: Tribune Morning and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.

*ORANGE COUNTY, CA (8)

Register (AD)	5,590,460	1,232,970	5,039,063	872,051
Register (S)	2,163,854	104,536	2,430,320	72,316
Grand Total	7,754,314	1,337,506	7,469,383	944,367

NOTE: Register All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.

*ORLANDO, FL (8)

Sentinel (AD)	3,594,154	505,790	3,192,391	281,048
Sentinel (S)	1,251,831	375,610	1,356,485	184,480
Grand Total	4,845,985	881,400	4,548,876	465,528

NOTE: Sentinel All Day and Sunday changed from an eight column width (2352 lines per page) to a six column width (1764 lines per page) effective July 1, 1984. Part run totals do not include County Sentinel and Sentinel Bonus linage.

*PHILADELPHIA, PA

Inquirer (M) (6)	2,909,641	867,795	2,513,850	751,364
Inquirer (S) (8)	2,053,985	643,419	2,335,179	737,735
News (E) (T-5)	1,404,415	147,540	1,253,554	11,200
Grand Total	6,368,021	1,658,754	6,102,583	1,500,519

NOTE: Inquirer Morning and Sunday changed from a six column (1860 lines per page) width to a six column (1872 lines per page) width effective January 1, 1984.

PHOENIX, AZ (5)

Arizona Republic (M)	3,595,536	226,604	3,360,826	163,212
Arizona Republic (S)	2,284,912	——	1,967,000	——
Gazette (E)	3,463,572	228,326	3,271,562	165,830
Grand Total	9,344,020	454,930	8,599,388	329,042

NOTE: Figures supplied by publisher to Media Records.

PORTLAND, OR (6)

Oregonian (AD&S)	4,593,288	——	4,151,168	——
Grand Total	4,593,288	——	4,151,168	——

NOTE: Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.
Oregonian All Day and Sunday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective July 1, 1984.

PROVIDENCE, RI (4)

Bulletin (E)	1,114,064	525,518	994,154	433,706
Journal (M)	1,277,556	345,772	1,178,562	254,562
Journal (S)	1,388,534	259,644	1,233,232	136,598
Grand Total	3,780,154	1,130,934	3,405,948	824,866

NOTE: Bulletin Evening and Journal Morning have a combined Saturday edition. The linage is shown only in the Journal Morning.

Bulletin Evening and Journal Morning and Sunday changed from a nine column (2700 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984. Figures supplied by publisher to Media Records. 1983 figures are converted to a six column format as supplied by publisher.

*ROCHESTER, NY (9)

Democrat & Chronicle (M)	2,057,808	138,098	1,757,102	273,813
Democrat & Chronicle (S)	1,245,623	272,452	1,475,045	307,348
Times Union (E)	1,818,123	206,744	1,510,826	291,612
Grand Total	5,121,554	617,294	4,742,973	872,773

NOTE: Democrat & Chronicle Morning and Sunday and Times Union Evening changed from a nine column width (2700 lines per page) to a six column width (1806 lines per page) format effective June 25, 1984.

Note: Times Union evening published five days a week only.

SACRAMENTO, CA (9)

Bee (M&S)	6,436,911	332,609	7,366,240	——
Grand Total	6,436,911	332,609	7,366,240	——

NOTE: 1983 figures supplied by publisher to Media Records.

Bee Morning and Sunday changed from a nine column (2646 lines per page) width to a six column (1764 lines per page) width effective July 1, 1984.

ST. LOUIS, MO (6)

Post Dispatch (M)	2,521,840	731,610	1,615,316	232,911
Post Dispatch (S)	2,776,326	——	3,078,705	——
Grand Total	5,298,166	731,619	4,694,021	232,911

NOTE: Figures supplied by publisher to Media Records.

Post Dispatch changed from Evening publication to Morning publication effective February 27, 1984.

*ST. PAUL, MN (6)

Pioneer Press (M)	1,583,960	——	1,322,356	——
Pioneer Press (S)	1,434,950	——	1,767,092	——
Dispatch (E)	1,526,207	——	1,269,756	——
Grand Total	4,545,126	——	4,359,204	——

NOTE: Pioneer Press Morning and Sunday and Dispatch Evening changed from a six column (1782 lines per page) format to a six column (1764 lines per page) format effective July 1, 1984.

Note: Pioneer Press Morning and Dispatch Evening have a combined Saturday edition. The linage is shown only in the Dispatch evening. Part run figures not available.

*SAN ANTONIO, TX (9)

Express-News (AD)	2,518,370	415,348	2,369,280	284,512
Express-News (S)	1,550,356	261,420	1,789,442	394,040
Express-News (Sat)	808,970	——	964,108	——
News (E)	——	——	2,183,300	247,040
Light (E)	2,358,197	571,021	2,188,127	353,657
Light (S)	1,397,464	407,563	1,729,457	387,515
Light (Sat)	714,219	——	799,236	——
Grand Total	9,347,566	1,655,352	11,990,932	1,666,764

NOTE: Express Morning, Express-News Sunday and Saturday, News Evening, and Light Evening, Sunday and Saturday changed from a nine column width (2709 lines per page) to a six column width (1806 lines per page) effective June 1, 1984. Express Morning and News Evening combined to one edition, Express-News All Day effective September 10, 1984. The Express Morning linage is reported in the Express-News All Day listing.

Prior to September 10, 1984, Express Morning and News Evening published five days a week only. Light Evening published five days a week only.

*SAN DIEGO, CA (8)

Union (M)	3,979,618	247,293	3,567,196	419,683
Union (S)	2,019,296	——	2,161,158	60,528
Tribune (E)	4,266,233	240,353	3,712,814	436,091
Grand Total	10,265,147	487,646	9,441,168	916,302

NOTE: Union Morning and Sunday and Tribune Evening changed from an eight column (2408 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.

*SAN FRANCISCO, CA (5)

Chronicle (M)	2,681,704	1,215,254	2,474,481	946,939
Examiner (E)	2,804,173	1,204,869	2,390,915	941,688
Examiner & Chronicle (S)	1,417,016	544,036	1,570,445	566,536
Grand Total	6,702,893	2,964,159	6,435,841	2,455,163

NOTE: Chronicle Morning, Examiner Evening and Examiner & Chronicle Sunday changed from an eight column width (2408 lines per page) to a six column width (1806 lines per page) effective July 2, 1984.

*SAN JOSE, CA (8)

Mercury News (AD)	6,065,958	638,321	5,073,064	664,693
Mercury News (S)	2,419,747	6,964	2,836,011	——
Grand Total	8,485,705	645,285	7,909,075	664,693

NOTE: Mercury News All Day and Sunday changed from an eight column width (2408 lines per page) to a six column width (1788 lines per page) effective July 1, 1984.

*SHREVEPORT, LA (9)

Journal (E)	1,625,491	93,832	1,509,556	173,776
Times (M)	2,098,042	251,356	1,974,315	234,040
Times (S)	1,157,495	69,516	1,452,267	92,240
Grand Total	4,881,028	414,704	4,936,138	500,056

NOTE: Journal Evening and Times Morning and Sunday changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective April 30, 1984.

STATE COLLEGE, PA (5)

Centre Times (E)	1,579,284	91,504	978,264	56,476
Centre Times (S)	551,978	——	421,022	——
Grand Total	2,131,262	91,504	1,399,286	56,476

NOTE: Figures supplied by publisher to Media Records.

*SYRACUSE, NY (9)

Herald Journal (E)	1,998,005	474,846	1,821,069	196,950
Herald American (S)	1,043,471	343,742	1,296,709	310,674
Post-Standard (M)	1,679,413	438,215	1,528,409	292,429
Grand Total	4,720,889	1,256,803	4,646,187	800,053

NOTE: Herald Journal Evening, Herald American Sunday, and Post Standard Morning changed from a nine column (2727 lines per page) width to a six column (1806 lines per page) width effective July 1, 1984.

TAMPA, FL (9)

Tribune (AD)	4,025,414	2,097,875	3,515,103	1,322,117
Jrnl (S)	2,187,127	——	2,479,643	3,400
Grand Total	6,212,541	2,097,875	5,994,746	1,325,517

NOTE: Figures supplied by publisher to Media Records. Comics linage is not included.

Tribune All Day and Sunday changed from a nine column (2635 lines per page) width to a six column (1650 lines per page) width effective July 1, 1984.

TOLEDO, OH (6)

Blade (E)	1,542,158	——	1,378,818	——
Blade (S)	1,164,436	——	1,251,810	——
Grand Total	2,706,592	——	2,630,628	——

NOTE: Figures supplied by publisher to Media Records.

Blade Evening and Sunday changed from a nine column width (2772 lines per page) to a six column width (1848 lines per page) effective April 2, 1984.

TORONTO, CANADA

Sun (M) (T-6)	2,033,404	10,728	1,884,638	——
Sun (S) (T-6)	786,861	6,204	897,289	12,920
Globe & Mail (M) (9)	3,485,513	274,889	3,189,369	308,536
Grand Total	6,285,778	291,821	5,971,296	321,456

*WASHINGTON, DC (9)

Post (M)	6,007,627	642,160	5,774,386	757,466
Post (S)	2,805,840	417,607	3,182,788	614,382
Grand Total	8,813,467	1,059,767	8,957,174	1,371,848

NOTE: Post Morning and Sunday changed from a nine column (2781 lines per page) width to a six column (1848 lines per page) width effective July 1, 1984.

Alexandria Journal (M)	1,347,147	2,568	1,006,077	——
Prince George's Journal	1,205,369	2,568	967,167	——
Montgomery Journal (M)	1,241,940	——	1,000,384	——
Fairfax Journal (M)	1,389,422	11,784	1,048,664	——
Arlington Journal (M)	1,352,234	2,568	1,006,753	——

NOTE: Alexandria Journal Morning, Prince George's Journal Morning, Montgomery Journal Morning, Fairfax Journal Morning, and Arlington Journal Morning published five days a week only, and changed from a nine column (2709 lines per page) width to a six column (1806 lines per page) width effective July 2, 1984.

WEST PALM BEACH, FL (5)

Post (M)	3,217,508	344,386	2,796,556	351,386
Times (E)	2,886,534	47,152	2,298,912	15,736
Post (S)	1,754,452	164,780	2,082,612	199,962
Grand Total	7,858,494	556,318	7,178,080	567,084

NOTE: Figures supplied by publisher to Media Records.
Times evening published five days a week only.

*WESTCHESTER ROCKLAND, NY (8)

Reporter Dispatch (E)	1,517,096	285,188	1,635,568	264,418
Reporter Dispatch (S)	1,130,394	179,570	1,392,736	403,815
Grand Total	2,647,490	464,758	3,028,304	668,233

NOTE: Reporter Dispatch Evening and Sunday changed from an eight column width (2400 lines per page) to a six column width (1806 lines per page) effective June 25, 1984.

WICHITA, KS (6)

Eagle-Beacon (M)	2,127,056	——	1,942,883	——
Eagle-Beacon (S)	1,106,317	——	1,283,940	——
Grand Total	3,233,373	——	3,226,723	——

NOTE: Part run figures not available.

NOTE: Figures in Parenthesis Denote Reported Newspaper Column Format. For example: (6)- - Six Column Broadsheet, (T-7)— Seven Column Tabloid.

Source: Media Records

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CONVERSION METHODOLOGY

Due to the introduction of the SAU 6 column format, Media Records applies the following conversion methodology to report comparable figures (1984 month vs. 1983 data) for newspapers that changed column formats in 1984. These newspapers are indicated with an asterisk (*):

7 column tabloids which have adopted a 5 column tabloid format are converted back to the original 7 column formats.

8 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 8 column formats.

9 column broadsheet standards which have adopted a 6 column broadsheet standard format are converted back to the original 9 column formats.

6 column broadsheet standards or tabloids which have a slight depth change in 1984 but did not change column format are converted back to original depth.